Determinants of Tourists Revisit Intention in CALABARZON Region, Philippines

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Abstract – This study determined the tourist revisit intention related to tourists' travel behavior and destination service quality. The study seeks to answer the following objectives: describe the travel behavior characteristics of the respondents in terms of the number of visits, purpose of visits, length of stay, travel companion, source of information, transportation, type of accommodation and tourism type; assess the destination service quality in terms of communication, responsiveness, and reliability. The study tested if there are any significant differences on the responses of the respondents in terms of service quality when grouped according to travel behavior variables. The study also determined if tourist revisit intention as to transactional value and intention to recommend to others is related to tourists' travel behavior characteristics and destination service quality. The study used descriptive design utilizing a survey questionnaire for the respondents. The researcher targeted tourists from various DOT accredited tourist destinations throughout the CALABARZON region. The selected tourist destinations were taken from the list of accredited tourist destinations given by the Department of Tourism – CALABARZON Region. The questionnaire was distributed personally to the tourists who have revisted the destinations. The responses in the survey questionnaires particularly the travel behavior characteriasitics and the assessment of the destination service quality were scored using frequency and weighted mean. ANOVA was used to test the difference of responses,while regression was used to determine if tourist revisit intention and intention to recommend is related to travel behavior characteristics and destination service quality. The study concludes that the purpose of visit and accessibility are contributors to revisit intention. The researcher recommends a further exploration of the topic to discover other related factors to tourist revisit intention in order for tourism destination to improve the services and facilities which would increase the likelihood of local and foreign tourists to explore the destinations in CALABARZON region.

INTRODUCTION

Calabarzon, a preferred vacation destination of Manila-based travelers due to its proximity, known for its picturesque views, lush forest, valleys and mountains, vibrant fiestas and festivals, and home of natural springs and best beaches, most of them still unvisited by tourists. The region turns out to be just an access point to get to other parts of the country both in the northern and southern part of the Philippines where major tourist destination and attraction are located [1].

The World Economic Forum's annual Travel and Tourism Competitiveness Report reveals that it goes more than our well-known hospitality, availability of natural attractions and extensive social media campaign to thoroughly develop our country's tourism industry. To be able to become more relevant and sustainable, the report states that travel and tourism should be reinforced by an "enabling ecosystem" that involves modernization of different infrastructure in the form of public transportation and airports, an organized environment for commerce, safety and security, government programs improving tourism, reasonable pricing, and preservation of natural and cultural resources [2].

The author is interested in examining local and foreign tourists, who experienced visiting attractions in Calabarzon, whether they had an intention to revisit this region. To attract both these categories of tourists, it may be essential to understand the influencing factors. The study will be beneficial for tourism destinations operators as a basis to improve the quality of amenities and facilities provided and therefore increase the likelihood of tourists to revisit the destinations in the Calabarzon region. The study will also provide awareness to the Department of Tourism and other government agencies related to tourism as to the support services that contribute to the satisfaction and value gained by the tourists while visiting the destination. They may use the result of the study as a source of information

in planning and executing future projects. This study will also provide tourism and hospitality educators a clear understanding of the influencing factors of tourist revisit intention, thus, dissemination of information and focusing student learning in these motivating factors. Moreover, this paper may offer inputs through its factual suggestions and recommendation based on its results which could help boost the tourism industry in the Calabarzon region.

OBJECTIVES OF THE STUDY

This study assessed the determinants of tourist revisit in the Calabarzon region.

Specifically, it sought answer to the following objectives; determine the profile of the respondents in terms of tourist type, gender, age, marital status, monthly income, and occupation; describe the travel behavior characteristics of the respondents in terms of the number of visits, purpose of visits, length of stay, travel companion, source of information, transportation, type of accommodation and tourism type; assess the destination service quality in terms of communication, responsiveness, and reliability.

Furthermore, the study tested if there are any significant differences on the responses of the respondents in terms of service quality when grouped according to travel behavior variables. The study also determined if tourist revisit intention as to transactional value and intention to recommend to others is related to tourists' travel behavior characteristics and destination service quality.

REVIEW OF LITERATURE
Tourist travel behavior.

Traveler's behavior and intention to revisit a destination is an important factor in the development and progress of the tourism sector of a specific country [3]. Awareness in the behavior of tourists on how to they travel is significant for hospitality managers most importantly if they are part of strategic planning and decision making. Due to limited number of data gathered, it is a challenge for the tourism industry to fully understand international and local tourist behavioral intention [4].

Frequent and shorter visits is the current trend in the tourism industry nowadays. This demand may be unfavorable on the part of the hospitality businesses, but contrary to the travel businesses. Most researches state that the variables that identify travel participation are the same to those influencers in the frequency of travel, though no concrete evidence could fully support this conclusion.

Understanding travelers' usage of public transportation who is going to different destinations is also significant for improved mobility, destination approval, public transportation development and attraction enhancement [5].

The study of Le-Klaehn, and Hall [5] shows that there are variations on the comfort and service offered by public transportations in visiting different destination in the metro and also in rural areas. Tourists who are visiting rural areas do usually approve public transportation. In contrast, the condition is more favorable in urban areas. The overall contribution of public transportation as an alternative form of travelling is still unclear, given the motivations and behavior of tourist, inclusion of transportation service in the tour package and the availability of electronic communication and various social marketing strategies.

Type of accommodation affects the satisfaction of tourist visit in a destination. Same as with food, accommodation fulfills the basic need of man which is shelter. A lodging property offers temporary housing for tourists who are away from home for days and even weeks. Various selection of accommodation establishments is available all throughout different destinations.

Destination visit of tourists is usually due to the intention of experiencing and witnessing a specific tourism type. According to Chien (2016) majority of the tourists visiting the countryside for the purpose of seeing historical sites, experiencing local cultures and engaging in ecotourism activities were those living and working in the metropolis. If these tourists from the city, were given more time allotted for tourism activities, and if they will be more satisfied with material things, then their expenditure would be placed on leisure and travel which will positively impact the tourist destinations [6].

Environmental responsibility as a behavior of tourists is directly affecting their value perception, satisfaction and involvement in ecotourism activities based on a study conducted by Chiu, Lee, and Chen, (2014). Though perceived value mostly impacts behavior of tourists as an environmentally responsible individual, engagement and fulfillment of oneself to immerse in ecotourism activities is considered as partial mediators. Therefore, improving ecotourism sites particularly tourists' participation in activities related to ecotourism is an important factor which will boost environmentally responsible behavior of tourists and increase satisfaction [7].

Increased forms of various tourism types are rapidly emerging and improving, from a simple weekend getaway to less expense travel and to more elaborated

form such as space tourism. Despite the development in these various forms of tourism, recreation and entertainment focus tourism is by far the most favored, making an assumption that tourists behavior in travelling concentrates on fun and play [8].

Culturally, tourism allows different race and cultures to meet and develop a sense of belongingness and a sense of community. In addition, tourism contributes positively in sustaining the ecological environment through creating awareness among its tourist and protecting wildlife and national parks for the consumption of tourists and the general public [9].

Local festivals and celebrations is another type of tourism which is considerably popular. As part of cultural tourism, local festivals must focus on the behavioral differences in its visitors to come up with a more attractive and engaging marketing plans that aim to benefit each of the market segment. Having an understanding on how and what the tourists think is significant, for the tourism sector to come up with a more effective marketing plan and a set of various services and facilities that could be offered [10].

Intention to revisit is affected by several factors and provides positive impact such as how the tourist destination is perceived based on quality and value and positively influenced their satisfaction [11]. It is also discussed that the identification of tourists is centered on the interaction between the tourism service providers and the consumers [12].

Traveler expenses is related to many factors such as the type of lodging business, number of accompaniment, duration of stay, proximity of the destination, payment methods, travel groups and organizers, level of satisfaction and also the tourists disposable income and their age [13]. Decisions on how tourists spend during their visit in the destination is one of the most discussed topics in the field of tourism studies, due to the economic implications and as a basis for marketing plan.

Expenditure relating to tourism activities is the outcome of visiting a destination in terms of the duration of stay and the daily expenses of a traveler. Social and economic implications brought by tourism expenditure results in tourism management organizations to develop effective marketing strategies. Lastly, the day-to-day expenditure of tourists helps tourism organizations to analyze the demand and decide on the needs to be provided in a tourist destination [14].

In a study of Wong and Wan [15], which focuses on the behavior of tourists in their shopping satisfaction, they concluded that consumers' satisfaction is dependent upon product value, merchandise and atmosphere, and provision of service among staff throughout their shopping activities. Marrocu, Paci, and Zara [16] emphasizes that the multifaceted level of tourism product affects the expenditure elements and the amount of spending of tourists. High expenditure of tourism product is found to be among foreign tourists, past visitors and tourist motivated by holidays, while the number of tourists in a group and the number of visited sites were found to be common for low-spending travelers [16].

Destination service quality.

Understanding on how tourists think of the destination depends mainly on the quality and value of the attractions through an effective marketing program and management which directly affects the satisfaction and revisit intention of the traveler [11].

Hultman, Skarmeas, Oghazi, and Beheshti [17] argues that destination image fosters tour satisfaction, favorable word-of-mouth, tourism destination identity and intention to revisit. Tourist satisfaction leads to destination identification and eventually encourages positive word-of-mouth, while destination identification encourages positive/negative word-of-mouth and decision to revisit the destination. Wu [18] agrees this statement that overall destination image, satisfaction and experience of the tourist are the major factors that contribute to destination loyalty. Additionally, image of the destination and tourist travel experience affects satisfaction of the destination.

Another determinant of destination attractiveness aside from the place is the intangibles which includes culture. Tourists who are specifically into culturally centered form of tourism and special interest tourism are very different in many ways such as their spending habits. According to the study conducted by Hennessey, Yun, and MacDonald[19], destination economic benefits arise from cultural tourists is of great importance based from three factors: a creation of relationship to the destination and the tourist, longer length of stay, increased expenditure of tourist per visit.

Infrastructure and accessibility to the attractions also contribute on the overall satisfaction of the tourist. Tosun, Dedeoğlu, and Fyall [20] claims that tourism destinations specifically management organizations must consider lodging properties and accommodation services which directly influence the perceived image of the destination among repeat visitors. More attention should be given to the communication of staff, hospitality, activities and facilities of the property which all have positive significance on the perceived destination affective image.

In terms of transportation services, a study conducted by Hsu, Yen, Chang, and Woon [3] shows that destination's image is affected by the services provided by low cost carries, and that this relationship could create either a positive or negative effect on tourist behavior and revisit intention.

Stylos, Vassiliadis, Bellou, and Andronikidis [21] study concludes that the overall image of the place has an influence to the decision of the tourist to revisit the destination. Specifically, the affective image of the destination contributes whether tourists intends to revisits the destination. From these conclusion, the researchers stress the determinant which is the affective image, which can be a basis in developing a marketing plan that specifically targets revisiting tourists.

Another consideration that greatly affects the destination image and the decision of the tourist to revisit the destination is the perceived physical risk. Furthermore, destination image significantly relates the connection between two other risks factors with revisit intention, namely, financial risks and perceived socio-psychological risks [22].

In light of the study findings conducted by Tosun, Dedeoğlu, and Fyall [20], the perception of tourism services in terms of communication, accommodation, generosity and leisure activities directly affect and were found to have an impact on the perceived overall destination image. Thus, it is recommended that development plan on these important services of tourism namely communication, accommodation, generosity and leisure activities be prioritized. Lastly, it is found that repeat visitors provide more reliable determinants about revisit intention relating to perceived destination image specifically in accommodation-based services compared to first-time visitors.

In addition, tourism service workers must be relevant and effective in their dealing with the tourists through communication. The explanation of a tourism attraction is important such as the interpretation of the cultural and heritage sites and natural destinations, thus a tour guide must be well-verse and reflects a good communication skill [23]. Their conducted study reveals that a tourist staff who has undergone training possesses a more confident and developed guides' who is able to explain and interpret the sites and attraction present in a tour. The study shows that tour service workers when educated and trained, equipped with the proper knowledge and skills can relate more to the tourists, affect the visitors learning and empathy and significantly impact the experience of the tourists.

Responsiveness of tourist services dictates the satisfaction a consumer acquires from any business. Same as with the tourism industry, travelers would like to utilize products and services in the fastest time as possible. According to a study conducted in Hainan, China, the possibility of creating a sustainable tourism destination could not be achieved due to the difference between the tasks performed by travel service agent during tour and what they should do and actually do during the visit of tourist. The tour service guides lack in training and knowledge of how and what they should do, thus making tour service a mere way of making money for living that inhibits motivation among the tour service worker to really create a connection with the tourists [24].

Similarly, Weiller and Walker [23] stresses the improvement of the entire tourist experience by delivering quality service from the tour guides and other tourist workers. It is suggested that the tour guides and other tourism workers be trained and educated to deliver satisfactory service among tourists through visitor engagement, affect their understanding and improve tourist experience.

Chang, Chen, C., Chen, K., Pang, and Yen [25] claims that reliability contributes largely on why tourist revisits a destination, other factors are empathy and tangible. Convenience and quality of services also influence tourist experience and have a varied effect on the decision of the tourist to revisit the destination.

MATERIALS AND METHODS

RESEARCH DESIGN

The study used the descriptive design utilizing a survey questionnaire for the respondents. The study used local and foreign tourists of the DOT accredited tourist destination in Calabarzon region. Selected tourists who are revisiting the accredited tourist destination answered the questionnaire. There were a total sample of 356 tourists who answered the questionnaire from the 45 DOT accredited tourist destinations.

RESEARCH TOOL

In order to obtain the necessary data, the researcher used a modified survey questionnaire which was clustered into two parts. First is the profiling of the respondents to determine gender, age, marital status, monthly income, educational level, and occupation of the tourists. The second part assessed the determinants of revisiting the DOT accredited tourist destination in CALABARZON in terms of tourist behavior and destination service quality. The questionnaire is submitted for both external and internal validation. To fully determine the questionnaire items' clarity,

relevance and appropriateness, the researcher sets the questionnaire for external validation by experts in research and tourism operations.

This study used frequency distribution, percentage and weighted mean as statistical tools for the first part of the questionnaire, presenting the profile of the respondents. Weighted mean determined the assessment of the respondents of the tourist behavior, tour service quality. Lastly, ANOVA was used to test the difference of responses, while regression was used to determine relationship of variables.

RESULTS AND DISCUSSION
Table 1. Percentage Distribution of the Respondents' Profile

Profile Variables	Frequency	Percentage (%)
Type of Tourists		
Local	343	96.30
Foreign	13	3.70
Gender		
Male	263	73.90
Female	93	26.10
Age		
20 years and below	46	12.90
21-35	134	37.60
36-50	117	32.90
51 and above	59	16.60
Marital Status		
Single	121	34.00
Married	231	64.90
Separated	4	1.10
Monthly Income		
25,000 and below	230	64.60
25,001 – 50,000	124	34.80
50,001 – 75,000	2	.60
Occupation		
Government Employee	28	7.90
Private Sector Employee	221	62.10
Self-employed	94	26.40
Retiree	6	1.70
Student	7	2.00

As shown in table 1, that local tourists are interested in the attractions found in the province because most Filipinos are very fond of travelling and visiting destination within the country. Further, CALABARZON area is the nearest province near Manila or National Capital Region so many local tourists were able to visit the tourist destinations found in the region. The researcher determined the gender of the respondents which shows that most of them are male with frequency of 263 or 73.90 percent. It shows that males are fond of travelling because they have active type of personality where travelling and engaging in different recreational activities are appealing to them compared to women.

With regards to their age, most of them belong to the age bracket of 21-35 years old with highest number of 134 or 37.60 percent. It means that the respondents belong to the age considered to young adult and this is the stage of development where they are very energetic and curious of the world around them. They wanted to explore many things in life including experiencing recreational activities found in a destination.

The study also determined the marital status of the respondents which shows that most of them are married with 231 or 64.90 percent. The respondents are married and would like to travel to have quality time with their family and be away from their work as well as the urban life they are facing every day. People are already married and have children have no time with their family nor to relax. Due to a lot of workload for the fathers, mothers and even school work of children, it is impossible to make quality time with the family.

In terms of family income, majority are earning 25,000 and below with frequency of 230 or 64.60 percent. This means that they are earning enough to sustain the need of their family and still avail to travel and visit tourist destination such as CALABARZON region. Since most of the respondents are local tourists, it is cheaper for them to visit the destination.

In determining their occupation, the table revealed that majority of the tourists are working in a private sector which got the highest frequency of 221 or 62.10 percent. This is because they want to travel and be relaxed as well as being away from their word for vacation and rest. It is hard to work every single day of the year, and as the saying goes "all work and no play" is unhealthy. It can lead to burnout, job stress and psychological impact which may affect a person's work performances.

Table 2 presents the travel behavior characteristics of the respondents pertaining to number of visit in CALABRZON area, purpose of visit, length of stay, travel companion, sources of information about tourist destination in CALABARZON, transportation, type of accommodation acquired and type of tourist destination they visited.

It can be gleaned from the table that majority of the respondents have already visited CALABARZON area for 2 times already which got the highest frequency of 179 or 50.30 percent. This is because of their positive experiences in the past or that their previous visit is insufficient to experience many things in the destination.

Table 2. Travel Behavior Characteristics

Characteristics of Traveler	Frequency	Percentage (%)
Number of Visits		
1 time	35	9.80
2 times	179	50.30
3 times	102	28.70
4 times	21	5.90
5 times	16	4.50
More than 5 times	3	.80
Purpose of Visits		
Leisure	175	49.20
Business	116	32.60
Visiting friends/relative	65	18.30
Length of Stay		
1 night	60	16.90
2 – 3 nights	215	60.40
4 – 5 nights	70	19.70
6 nights and above	11	3.10
Travel Companion		
Individual traveler	45	12.60
With my spouse	55	15.40
With my family	119	33.40
With friends	91	25.60
With business associates	33	9.30
With a tour group	13	3.70
Source of information		
Previous trip	67	18.80
Internet	65	18.30
Brochures	35	9.80
Travel guidebooks	9	2.50
Travel agencies	25	7.00
Tourist information centers	19	5.30
Word of mouth	132	37.10
Travel expo/exhibition	4	1.10
Transportation		
Air	21	5.90
Sea	21	5.90
Land	314	88.20
Type of accommodation		
High range hotel/ resort (4-5 star)	3	.80
Mid range hotel/resort (3 star)	8	2.20
Low cost hotel/resort (1-2 star)	328	92.10
Transient house	1	.30
Home stay	3	.80
Others	13	3.70
Tourism Type/s		
Ecotourism/Nature tourism	201	56.50
Event tourism	12	3.40
Agro tourism	2	.60
Heritage tourism	27	7.60
Sport tourism	15	4.20
Cultural tourism	41	11.50
Medical tourism	5	1.40
Adventure tourism	29	8.10
Educational tourism	24	6.70

Further, they are satisfied with their first visit so they came back to be able to experience more. More so, CALABARZON region is continuing to build up their tourism through launching and developing more attractions to encourage more tourists to visit the place.

More so, the results revealed that respondents visited 3 times with 102 or 28.70 percent. There are some who are experiencing 1st time visit with frequency of 35 or 9.80 percent but there are those who have been in the area for 4 and 5 times with 21 (5.90 percent) and 16 (4.50 percent) respectively. The least are those who already visited the area more than 5 times with frequency of 3 (0.80 percent) which means that CALABARZON region is really a stunning place where the tourist would return to experience more leisure time while enjoying the scenery of its provinces.

In terms of purpose of visit, most of the respondents intend to visit CALABARZON due to leisure activities which got the highest frequency of 175 or 49.20 percent. This may be attributed to the fact that the people wanted to enjoy their lives and by being in a beautiful place, they are able to relax and enjoy. Relaxation is very important in a persons' life so that they will be able to overcome stress. In addition to this, CALABARZON region is very accessible to the tourists especially those coming from Manila areas – a very urbanized place – where tourist can easily visit the region for leisure time and activities.

This study assesses the length of stay of the tourist to be able to determine the extent that they intend to hang out in the area so they could experience more from the tourist destination. It shows that majority of them were staying for 2 – 3 nights which got the highest frequency of 215 or 60.40 percent. The results mean that the tourist wanted to sufficiently explore the destination they are visiting but less expensive. Staying for 2-3 nights is widely suggested in different travel packages so that the tourists are able to enjoy and relax as they stayed in the destination.

With regards to travel companion, majority of the respondents went to CALABARZON are with their family which got the highest frequency of 119 or 33.40 percent. This means that the tourists prefer to travel with their family to enjoy their time and bond with them. Their vacation with their family allows them to be together, spend quality time and enjoy their travel and vacation activities. This is very healthy for the family since they will be able to build family ties and understand each other more.

With regards to sources of information, majority of the respondents acquired the information about the tourist destination through word of mouth which obtained the highest frequency of 132 or 37.10 percent.

The result revealed that the tourists become encourage to visit a destination when they are able to hear the beauty of a place from someone who already experienced going to the same destination. The word-of-mouth is very effective promotion of any tourist destination, but in order to use this, they must assure that all the tourists and customers visited them has well and positive experiences.

In terms of transportation, majority of the respondents travel by land with highest frequency of 314 or 88.20 percent. It shows that the respondents usually travel by land because most of the tourists are local travelers which imply that they came from different areas in nearby provinces and cities. The CALABARZON region has good and efficient accessibility due to different transport networks that is already available.

With regards to the type of accommodation acquired be the respondents, it shows that majority of them are accommodated with low cost hotel/resort (1-2 star) which got the highest frequency of 328 (92.10%) because these kind of hotel has limited services with cheaper price. Since the tourists visiting CALABARZON region intend to visit attractions in these areas, the only thing they need from hotel is accommodation. Eventually, they do not need to acquire accommodation from high end hotels where they will not stay for the day.

Lastly, the type of tourist destination they visited shows that majority visited ecotourism/nature tourism with a total of 201 or 56.50 percent.

This implies that the respondents are visiting nature and ecotourism sites because CALABARZON region is a place that is composed of different natural resources and tapestry of mountain as well as verdant forest, beaches, springs and festivities. This is a place where the urban dweller will be able to visit in case they wanted to escape their busy urban life which is near their places.

Table 3. Factor Analysis of Service Quality in terms of Communication

Communication Factor	WM	VI	Rank
1. The destination provide information that is easily understood	3.28	Agree	1
2. The destination gives clear information to me about a place to worship	3.26	Agree	2.5
3. The staff gives clear information to me about the toilet facilities	3.17	Agree	4
4. The staff could communicate clearly	3.26	Agree	2.5
5. The staff were knowledgeable about other language which was an added advantage	3.15	Agree	5
Composite Mean	3.22	Agree	

Table 3 shows the assessment of tourists of the factor analysis that affect the service quality provided by the tourist destination that affects the intention of revisiting with regards to communication. Based on the results, the factor analysis of service quality in terms of communication obtained the composite mean of 3.22 and rated as agreed as perceived by the respondents. Good communication between the tourist destination and the tourist can increase the perceived service quality because when the customers are informed well of the products, services and other attributes about the attraction, their curiosity are increased that lead to the possibility of visiting the place.

Among the indicators, the respondents perceived the highest is that the destination provides information that is easily understood got the top weighted mean score of 3.28. It was followed by destination gives clear information to me about a place to worship and staff could communicate clearly, both obtained a mean value of 3.26.

The respondents agreed that the destination have understandable information through the use of different brochures, flyers as well as other marketing tools so that information is disseminated appropriately and clearly. In addition to this, one of the emerging marketing tools is the use of social media networking to allow the destination has more access to reach out with their customers. The changes in technology help the tourist destination enhance their marketing strategies at low cost and easy access like the internet and websites.

Table 4. Factor Analysis of Service Quality in terms of Responsiveness

Responsiveness Factor	WM	VI	Rank
1. The staff always helped tourists if there were difficulties	3.21	Agree	2
2. The staff provided a quick response whenever I needed something	3.11	Agree	3
3. I felt that the staffs were never too busy to respond to me quickly.	3.25	Agree	1
4. I felt that the staff has a good attention on the needs of tour participants.	2.96	Agree	4
Composite Mean	3.13	Agree	

Table 4 presents the factor analysis of service quality with regards to responsiveness of the tourist destination to the needs of the travelers. As shown by the results, the factor analysis of service quality in terms of communication obtained the composite mean of 3.13 and rated as agreed as perceived by the respondents.

This may be attributed to the fact the destination know what is being expected to them about how their products and services must be delivered. Further, by being able to responds to the needs of the tourist, there is a chance that they will revisit in the future and may increase their intention to return to repeat purchase of the services.

Along with the result is that the highest mean scored item is I felt that the staff were never too busy to respond to me quickly with highest mean score of 3.25.

This means that the respondents agreed that the staff of tourist destination sites are not busy to respond to the needs of their customers to make them feel they are valued during their visitation. When they feel they are welcomed and were given attention by the destination management, the tourist will be encouraged returning and visiting again since they are satisfied with the services of the staff.

Table 5. Factor Analysis of Service Quality in terms of Reliability

Reliability Factor	WM	VI	Rank
1. The tourist attractions on itinerary were visited.	3.19	Agree	2
2. The destination allowed enough time for the tourists to enjoy the site.	3.11	Agree	3
3. The destination provided facilities as promised.	3.26	Agree	1
4. The destination provided reminders for the tourist.	3.05	Agree	4
Composite Mean	**3.15**	**Agree**	

Table 5 indicates the factor analysis of service quality pertaining to the reliability of products and services of tourist destination. Based on the results, it gained the composite mean of 3.15 with a verbal description of agree.

This means that the tourists agreed that the service quality of the tourist destination can affect their intention to revisit the place because of being reliable in providing the exact service and products that the tourist expects from them. The tourist tends to acquire the information about a tourist destination through the available marketing tool about the destination. And when they learned about a destination, their expectation grew and would intentionally visit such place. So when they experience good and reliable service where the destination provides the exact products, experiences and services they advertise, then there is an increase chance that the tourist will come back, more so, recommend them to others.

Among the data written in the table, the respondents agreed that the destination provided facilities as promised which got the highest weighted mean value of

3.26 because they need to meet the expectation and increasing demand of the tourists visiting the destination.

At first, the necessary service to be provided to them is the attraction and destination itself. But since the world is faced with changes, the customer demand is ever increasing and even the tourist destination must cope with such changes. They need to give attention to other needs of the customers such as their basic needs and accommodation (like food and place to stay) which could be included in their tour packages or as product and services of the destination.

Facilities that are promised must be provided accurately to allow the tourist prepare their vacation in a manner that they could foresee their needs and which is being accommodated by the destination. In addition to this, the respondents also agreed that the tourist attractions on itinerary were visited with 3.19 because the tour packages consists of different attractions to be visited and prior to the acquisition of these packages, the travel operator/agent already coordinated with the attractions about the visitation of the tourists to the sites. The tourists are paying for the accommodation of these attractions and the packages availed is a very important matter to increase their intention to revisit and acquire the same services in the future.

Also, the destination allowed enough time for the tourists to enjoy the site with mean value of 3.11 because the customer experience is very important matter as the tourist destination provides their services. By giving sufficient time for them to stay at one attraction can increase the tourist satisfaction of the scenery of each site. However, the least is the destination that provides reminders for the tourist with lowest value of 3.05.

The staff makes sure that they understand the protocol of the destination especially those related to natural tourism which needs to conserve the natural beauty of the place. Reminders such as proper waste disposal and the extent of the areas where the tourist are allowed to stay are usually the issues concerning the tourist destination. Activities are also limited based on which is safe for the customers (at times according to their age) and the destination must assure that all followed some rules and regulations of the attractions.

Table 6 shows the comparison of responses on factor analysis of service quality. As seen from the result, there was a significant difference observed on responsiveness (p-value = 0.003) and reliability (p-value = 0.006) when grouped according to tourism type since the obtained p-values were less than 0.05 alpha level.

This means that the response varies statistically and was found out that those who visit agro tourism have higher assessment on service quality.

Table 6. Difference of Responses on Factor Analysis in terms of Service Quality when Grouped Travel Behavior Characteristics

	Communication			Responsiveness			Reliability		
	F-value	p-value	I	F-value	p-value	I	F-value	p-value	I
Number of Visits	0.48	0.791	NS	1.407	0.221	NS	0.339	0.889	NS
Purpose of Visits	0.509	0.602	NS	0.332	0.718	NS	0.099	0.906	NS
Length of Stay	0.679	0.565	NS	0.916	0.433	NS	0.151	0.929	NS
Travel Companion	0.496	0.779	NS	0.104	0.991	NS	0.553	0.736	NS
Source of information	0.694	0.677	NS	1.948	0.061	NS	1.898	0.069	NS
Transportation	1.916	0.149	NS	2.529	0.081	NS	2.182	0.114	NS
Type of Accommodation	1.39	0.227	NS	0.84	0.522	NS	0.887	0.490	NS
Tourism Type	0.586	0.789	NS	2.974	0.003	S	2.737	0.006	S

The respondents perceived that type of tourism can affect their decision to revisit the destination because of how the staff and the overall management response to them and their needs. The attractions, amidst of its kind and nature, must provide the needs of their customers because physiological is an issue needed to be addressed. It can increase the satisfaction that the customers feel when they know that they are being prioritized and acknowledge by the management of attractions.

Further, the type of attraction can impact how the services are being provided with reliability. The tourists would want to know so many things about the nature of the attraction they are visiting and they will seek more information from the staff since they are the most knowledgeable about the place. Further, they will seek service from them and expect that all are provided with consistency and trustworthy.

Table 7. Predictors of Tourist Revisit Intention as to Transactional Value

	Unstandardized Coefficient		Unstandardized Coefficient	t	Sig.
	B	Std. Error	Beta		
Travel Behavior Characteristics					
Source of information	0.022	0.009	0.13	2.456*	0.015
Purpose of Visit	-0.059	0.03	-0.105	-1.986*	0.048

Significant at p-value<0.05

Based from the result of Table 7, travel behavior characteristics predict the tourist revisit intention in terms of intention to recommend. The source of information and the purpose of visits were found to be the predictors of transactional intention. of transactional intention . This was based from the resulted p-values (p – value < 0.05) as tested using stepwise regression. This was supported by the obtained r-values of 0.13, -0.159, 0.0266 and 0.441 which indicates a moderate correlation. In addition, the total variation in the dependent variable (transactional intention) can be explained by the independent variables in which in this case 2.5% (source of information and purpose of visit).

This implies that revisit intention in relevance to transactional intention tend to be significant with the source of information and purpose of visit. The source of information will provide the tourist how the transactions was done in the destination and what is the behavior of the local community in providing services to them. They will decide to visit the place when they know that it caters the service quality it markets from its advertisement.

Further, the respondents will be able to be motivated when the information gained from the destination is the same with their purpose of travelling. They wanted to have leisure and quality experience and will intend to know which among the destination is most appropriate for their preferred accommodation.

Table 8. Predictors of Tourist Revisit Intention as to Intention to Recommend

	Unstandardized Coefficient		Unstandardized Coefficient	t	Sig.
	B	Std. Error	Beta		
Travel Behavior Characteristics					
Source of information	0.022	0.009	0.13	2.456*	0.015
Purpose of Visits	-0.059	0.03	-0.105	-1.986*	0.048

Significant at p-value<0.05

Based from the result of Table 8, travel behavior characteristics predict tourist revisit intention in terms of intention to recommend. The source of information and the purpose of visits were found to be the predictors of

intention to recommend. This was based from the resulted p-values (p – value < 0.05) as tested using stepwise regression. This was supported by the obtained r-values of 0.159, 0.0266 and 0.441 which indicates a moderate correlation. In addition, the total variation in the dependent variable (transactional intention) can be explained by the independent variables in which in this case 2.5% (source of information and purpose of visit).

It means that the source of information tends to have a relationship with the intention to recommend the attraction as revisiting behavior of the respondents. This is because the information acquired by the respondents along with its completeness can affect them to suggest the place to others, especially when they are planning a vacation. Before planning, they have already insights of which place can be considered as choices in deciding which attraction to visit.

Purpose of visit has significant effect to the intention to recommend the place because it depends on what is the reason of the tourist to travel. When a company would like to have a team building or vacation with their employees along with their families, then they could recommend sites that are applicable for their purpose such as camping sites, beaches and amusement.

CONCLUSION

Tourists visiting CALABARZON have been revisiting destinations due to leisure activities for 2-3 nights with their family. They obtained the information about the ecotourism/nature tourism from word-of-mouth. Also, they travel by land and acquired accommodation from low cost hotel/resorts (1-2 stars). The respondents agreed that the factors that can be used to analyze the service quality of tourist destination in CALABARZON area are the communication, responsiveness and reliability. Their intention to revisit is due to understandable information, how the staff responds to them, and the provision of needed facilities promised by the tourist destination. There is a significant difference on responses on service quality factor (responsiveness and reliability) when grouped to tourism type. There is a highly significant relationship found in transactional value as predictor of travel intention and intention to recommend. Further significant relationship was found in sources of information and purpose of visit.

RECOMMENDATION

The CALABARZON tourist destination may use international guidelines for the launching of different tourist attractions to increase the likelihood of foreign tourists to visit the place. Development of Tourism Council may be created to extend the services and support to the tourism destination in CALABARZON. The local government may also increase their support system by allowing DOT accredited tourist attraction to access more information and financial support to increase their services and maintenance of attraction sites. The hospitality and tourism colleges around the CALABARZON area may focus their program to the behavioral assessment of tourists and the modernized technology used in service of tourist attractions.

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